

Hyatt Place at Fox Plaza: More than just a hotel



At a time when other cities have watched construction projects come to a screeching halt, the City of Riverside has witnessed a Renaissance, in which both public and privately funded projects approved by the City Council are providing jobs and preparing the City to capitalize on future growth.

Hyatt Place Hotel at Fox Plaza, the first phase of a three part development plan, is scheduled to break ground in October. The 20,000-square-foot, five-story hotel will have 125 rooms, a pool and a

wine bar. The hotel's convenient location is within walking distance of restaurants, shopping, museums, and of course, the Fox Performing Arts Center. But the underlying beauty of this coming attraction is its broad positive impact on both the local economy and its role in enhancing Downtown Riverside's viability as a visitor destination.

Construction of the new Hyatt Place offers both immediate and long-term economic benefits to the community. The project provides an estimated 96 construction jobs over the next 24 months and 75 permanent, full-time positions once completed. The City expects to collect over \$500,000 in additional sales, occupancy and redevelopment taxes through the hotel's operation by 2013. Moreover, the timing of this project will essentially get

more done with less money by taking advantage of lower construction pricing currently available.

In addition to jobs and tax revenue, the Hyatt Place is a key ingredient in the growing mix of hotel, retail, entertainment and arts venues that influence the evolution of Downtown Riverside into a vibrant focal point. A complement to the other fine downtown hotels, the Hyatt is designed to provide attractive, easy-access lodging that can accommodate more travelers for conferences, tradeshow and events. This improved availability of hotel space in the downtown, in turn, makes the potential expansion of the Riverside Convention Center more feasible to accommodate larger events and means a welcome increase in visitor dollars spent within the City.

Riverside celebrates job creation

Though the last two years have been challenging, Riverside has actually welcomed an impressive list of new businesses bringing over 3,000 jobs to the community. Even now, the City is working with companies that could supply as many as 880 additional new jobs.

Business growth in Riverside has been a cross-section of many industries. The City has welcomed new manufacturers such as Tesco, the parent company of Fresh & Easy, and their supply partners Wild Rocket Foods and 2 Sisters Foods that have brought over 1,500 jobs to the area. In addition, longtime local company CCI is in the process of an expansion that doubles the number of their employees this year. New entrepre-

neurial, high-tech and professional services companies such as Omni Platform, Citrus Research Board and Paychex payroll services recently chose Riverside as well.

Of course many well-known retailers and restaurant chains have been drawn to Riverside over the last two years also, including Yard House, Elephant Bar, BMW Motorcycles, Sprouts Farmers Market, Coach and the area's largest H&M and Forever XXI clothing stores.

These numbers tell an important and encouraging story about the resilience of Riverside's economy — offering clear evidence that the City of Riverside is emerging from the recession as an Inland Empire leader with a bright economic future.



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Save, recycle and reduce mercury in the environment



Did you know that if every American home replaced just one light with an ENERGY STAR® light, we would save enough energy to light more than 3 million homes for a year, representing about \$700 million in annual energy costs, and prevent 9 billion pounds of greenhouse gas emissions per year?

An ENERGY STAR® qualified compact fluorescent light bulb (CFL) saves about \$30 over its lifetime and pays for itself in about 6 months. It uses 75 percent less energy and lasts 10 times longer than an incandescent bulb.

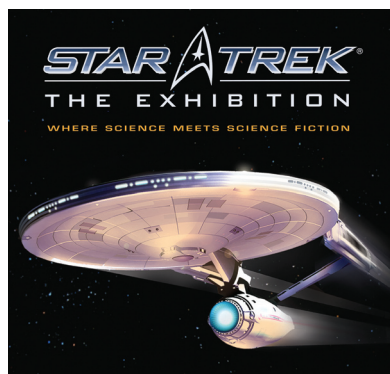
Proper disposal of all CFL bulbs is important. CFL bulbs contain a small amount of mercury which is harmless while the bulb is in use but potentially damaging to the environment if not disposed of properly.

Residents can now dispose of their CFLs for FREE along with other potentially hazardous household products such as oil, paint, pesticides and cleaning solvents at the County Household Hazardous Waste Facility located at 1780 Agua Mansa Road. You can drop off any household hazardous waste on any non-holiday Saturday between the hours of 9 a.m. and 2 p.m. In addition, residents can also recycle used bulbs at Home Depot and Ace Hardware stores.

If you accidentally break a CFL, gather the mercury content safely by sweeping up the fragments – don't vacuum since that will only disperse the debris. Then put the pieces into a zip lock plastic bag and bring the bag and your broom to a disposal site.

For more information, visit www.riversideca.gov/cure.

Now showing! Star Trek The Exhibition



The Riverside Metropolitan Museum boldly goes where no Riverside museum has gone before and proudly brings you *Star Trek The Exhibition Where Science Meets Science Fiction*. Doors open to the public on June 19, 2010, at The Metropolitan Showcase

on Main Street Riverside. This 7,000-square-foot exhibition contains one of the world's most comprehensive collections of authentic Star Trek ships, set re-creations, costumes and props from five television series and 10 films over the last 40+ years.

Star Trek The Exhibition is the ultimate experience for fans and first-timers. It is like having your own personal "holodeck" to place you inside the excitement, drama and imagination of Star Trek. Come and see the actual props and costumes used in the TV series and films, and enjoy one-of-a-kind displays, interactive kiosks and rare photo opportunities. Reconnect with your own spirit of adventure and "Boldly Go."

Fully immersing visitors in the legendary television adventure, *Star Trek The Exhibition* has become synonymous with scientific innovation and ingenuity.

The Metropolitan Showcase is located at 3800 Main Street in downtown Riverside. The exhibit will be open daily from noon to 8 p.m. and cost of admission is \$15 for adults and \$12 for children under 12 and senior citizens 65 or older.

For more information on this exhibit, visit www.riversideca.gov/museum.

In conjunction with *Star Trek The Exhibition*, the Fox Performing Arts Center will present special 3 p.m. matinee showings of all your favorite Star Trek movies, Saturdays and Sundays from June 26 through August 1.

For complete schedule dates and times, visit www.FoxRiversideLive.com.



Business owners can renew business taxes online

Renewing your City of Riverside business taxes just got quicker and easier thanks to the new online renewal system now available on the City's Web site. The online renewal system speeds and simplifies the filing of business tax renewals. Just enter a few details and the system automatically calculates the business tax amount, accepts either a credit card or ACH payment, and provides a receipt.

The online system is intended

to make renewing business taxes convenient and simple, and is available around the clock every day, including weekends, nights and holidays.

Business owners will receive a renewal notice in the mail that contains a PIN number required to login to the online system. To begin the process, users simply enter their account number and PIN to login and then follow the instructions to complete their business tax renewal.

Business owners have the option to pay for their registration with Visa, MasterCard, Discover, American Express or an ACH Debit payment from a bank account. The payments are processed through a secure payment system which ensures business owners that their payment information is kept private and secure.

The secure online system can be found on the City Web site at <https://businesstax.riversideca.gov/renewal>.

City launches destination marketing campaign

The Riverside Renaissance set progress and growth in motion within the City making it a true visitor destination in Southern California. From the dazzling, newly-restored Fox Performing Arts Center to the picturesque Victoria Avenue to the unique dining and shopping, Riverside is making its niche in tourism travel.

Considering these recent transformations, it only made sense that the City would pursue a destination marketing campaign wrapped around Riverside's new brand "City of Arts & Innovation." In November 2009, the City hired a professional marketing and public relations firm, Paolucci Communication Arts (PCA), for their destination marketing experience and work with a variety of private-sector (non-government) clients. In line with the City Strategic Vision "Seizing Our Destiny" to better tell our story, PCA was brought on to design and execute a campaign to build familiarity and awareness of the City of Riverside and all the wonderful amenities it has to offer its residents and visitors.

The City's visitor Web site **ExploreRiverside.com** serves as the main communication platform for the campaign. In telling Riverside's story, the campaign uses compelling print, online, television and radio ads, social media and public relations efforts. PCA will also produce a master style guide to provide consistency and cohesiveness for all organizations involved in promoting this destination marketing campaign.

Look for the campaign to kick-off in June 2010 with public relations outreach and online ads.

ExploreRiverside.com



\$HOP RIVERSIDE AUTO CENTER

Just off Riverside
(91) Freeway on
Auto Center Drive



The Riverside Auto Center has it all in one convenient location! Shop Riverside and visit the Riverside Auto Center.

www.shopriversidenow.com

1% of all taxable sales come back to the City to support Fire, Police, Museum, Parks, Libraries and Youth Programs.



THE GREEN PAGE

Extra rebates & free trees ending June 30



Time is running out to take advantage of promotional rebate incentives being offered by Riverside Public Utilities that can help customers save water, energy, and the environment and lower their utility bills.

Residents have until June 30 to redeem their 2010 Free Shade Tree Coupon, located on the back of their March RPU bills, or to take advantage of triple insulation rebates being offered through the Utility's Weatherization program. Additionally, the extra \$25 "Shop Riverside" bonus incentive being offered to buy Energy Star® appliances within the City will end.

But don't worry, the Utility's many other rebate programs continue for its customers to help

create more energy and water efficient homes and businesses as well as a more sustainable Riverside.

In fact, in the coming months RPU will be introducing new programs to help its customers save even more.

For details on all of RPU's current rebate programs, and updates on new programs, visit www.RiversidePublicUtilities.com or call (951) 826-5485.

Be "Green" Riverside, Recycle Your E-Waste

Smart Riversiders know that used electronics need to be recycled properly.

And now, with Smart Riverside's E-Waste Program City residents can recycle their old electronics (e.g. computers, printers, monitors, televisions, scanners and cell phones) get a tax deduction and help low-income families receive FREE computers.

SmartRiverside not only properly dismantles and recycles non-working items, but they repair and re-use items such as computers and then provide them to qualified residents who need the equipment.

The two drop-off locations that accept Riverside resident's E-Waste are: Water Quality Control Plant, 5950 Acorn Street,

open Monday through Friday from 8 a.m. to 4 p.m.; and the Riverside Main Library, 3531 Mission Inn Avenue, open Monday through Saturday from 10 a.m. to 6 p.m.

For additional information about this FREE recycling program for City residents, visit online at www.SmartRiverside.com

Remember: If you have other household hazardous waste such as paint, oil or pesticides, you can drop those items off on any non-holiday Saturday at the Riverside County Permanent HHW Collection Facility located at 1780 Agua Mansa Road between the hours of 9 a.m. to 2 p.m.

Bogus letter claims change to C.U.R.E. program

Recently, some Riverside residents received a letter, distributed from an unknown source, that misrepresented a change to the City's Clean Up Riverside's Environment (C.U.R.E.) Program.

The letter incorrectly advised residents to separate certain recyclables and place them in a trash bag next to their blue containers, instead of inside the bin used for recycled items. City officials want to make sure that residents disregard this direction.

Placing recyclables in the City-provided blue recycling containers continues to be the most efficient and cost-effective way to collect recycling. For a list of items that can be placed in the blue recycling container, visit www.Riversideca.gov/CURE, or contact the City's Call Center by dialing 3-1-1 (or 826-5311).

Community Events Calendar

June

16 **Discovery Days**
Riverside Metropolitan Museum
1:30 – 4:30 p.m.
For more info call 826-5273

18 **Battle of the Bands**
R.U.S.D. Anti-Bullying Awareness
Free Event
Riverside Plaza Regal 16 Cinemas
5 – 10 p.m.
For more info call 784-4600

Elton John & Tim Rice's AIDA
Landis Performing Arts Center
8 p.m.
For more info call 222-8100

19 **The 8th Annual Family Fishing Derby**
Fairmount Park
6 – 10 a.m.
For more info call 826-2000

Walk With the Mayor
Riverside Community College
7:30 – 9 a.m.
For more info call 826-5813

Star Trek: The Exhibition Opening Day
Riverside Metropolitan Museum
Noon – 8 p.m.
Open through February 2011
For more info call 826-5273

Universal Playground Grand Opening
Fairmount Park
10:30 a.m. – 12:30 p.m.
For more info call 826-2000

Riverside City Council Regatta/BBQ
Fairmount Park
1 – 4 p.m.
For more info call 826-2000

Elton John & Tim Rice's AIDA
Landis Performing Arts Center
2 and 8 p.m.
For more info call 222-8100

21 **55+ Life Fitness Class**
Dales Senior Center
11:30 a.m. – 12:30 p.m.
For more info call 826-2047

23 **55+ Line Dance Class**
La Sierra Senior Center
11 a.m. – 12 p.m.
For more info call 351-6435

Rhythm of Riverside: Summer Concert Series Opening Night
Fairmount Park
6 – 9 p.m.
For more info call 826-2000

25 **Concerts in the Park Opening Night**
California Citrus State
Historic Park
6:30 – 8:30 p.m.
For more info call 780-6222

26 **Household Hazardous Waste Drop-off**
County Household Waste Facility
9 a.m. – 2 p.m.
For more info call 826-5311

Star Trek: The Motion Picture
Fox Performing Arts Center
3 p.m.
For more info call 779-9800

27 **Victorian Ice Cream Social**
Heritage House
noon – 4 p.m.
For more info call 826-5273

Star Trek: The Wrath of Khan
Fox Performing Arts Center
3 p.m.
For more info call 779-9800

28 **Swing Dancing**
Coffee Depot
7 – 11 p.m.
For more info call 222-2263

30 **55+ Bingo**
La Sierra Senior Center
1 – 3 p.m.
For more info call 351-6435

Rhythm of Riverside: Summer Concert Series
Fairmount Park
6 – 9 p.m.
For more info call 826-2000

Volunteer and Sponsor Recognition Picnic
Fairmount Park
6 p.m.
For more info call 826-2000

July

1 **Riverside Arts Walk**
Downtown Riverside
6 – 9 p.m.
For more info call 682-6737

2 **"Race: Are We So Different?" Exhibit**
Riverside Metropolitan Museum
9 a.m. – 5 p.m.
For more info call 826-5273

Concerts in the Park
California Citrus State
Historic Park
6:30 – 8:30 p.m.
For more info call 780-6222

4 **First Sundays @ RAM**
Riverside Art Museum
1 – 4 p.m.
For more info call 684-7111

Annual Patriots Concert: Riverside County Philharmonic
White Park
5 p.m.
For more info call 826-5303

Mt. Rubidoux Aerial Fireworks Show
4706 Mt. Rubidoux St.
Fireworks begin @ 9 p.m.
For more info call 826-2000

La Sierra Park Aerial Fireworks Show
5215 La Sierra Ave.
Fireworks begin @ 9 p.m.
For more info call 826-2000

5 **55+ Spanish Class**
Dales Senior Center
1 – 2 p.m.
For more info call 826-2047

Western Corps Connection: The Riverside Show
Riverside Community College
Wheelock Stadium
5:30 p.m.
For more info call 222-8000

7 **55+ Line Dance Class**
La Sierra Senior Center
11 a.m. – noon
For more info call 351-6435

Rhythm of Riverside: Summer Concert Series
Fairmount Park
6 – 9 p.m.
For more info call 826-2000

9 **Sport & Cheer Camp**
La Sierra Community Center
7 a.m. – 6 p.m.
For more info call 351-6131

5 **Concerts in the Park**
California Citrus State
Historic Park
6:30 – 8:30 p.m.
For more info call 780-6222

10 **Household Hazardous Waste Drop-off**
County Household Waste Facility
9 a.m. – 2 p.m.
For more info call 826-5311

Star Trek: The Search for Spock
Fox Performing Arts Center
3 p.m.
For more info call 779-9800

11 **Star Trek: The Voyage Home**
Fox Performing Arts Center
3 p.m.
For more info call 779-9800

12 **55+ Life Fitness Class**
Dales Senior Center
11:30 a.m. – 12:30 p.m.
For more info call 826-2047

14 **Rhythm of Riverside: Summer Concert Series**
Fairmount Park
6 – 9 p.m.
For more info call 826-2000

15 **Acoustic Open Mic**
Coffee Depot
7 – 11 p.m.
For more info call 222-2263

FOR MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT www.riversideca.gov



Eddie Money
JUL. 29, 2010



Don McLean
AUG. 27, 2010



Downtown Farmers Market
Riverside
Saturdays
8 a.m. - 1 p.m.
Main Street
between Fifth and Sixth Streets



- Open year-round
- Fresh fruits, vegetables and flowers
- Fresh baked breads from Old Town Baking Co.
- Fresh fish from Smart Fish Co.

For vendor suggestions email downtownfarmersmarket@riversideca.gov

www.FoxRiversideLive.com

No Dogs Allowed, except for service animals California Health and Safety Code Sec. 114371.d



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City of Arts & Innovation



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Riverside Outlook

June 2010

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City of Riverside
3900 Main Street
Riverside, CA 92522

Mayor:

Ronald O. Loveridge

City Council Members:

Mike Gardner Ward 1

Andy Melendrez Ward 2

Rusty Bailey Ward 3

Paul Davis Ward 4

Chris Mac Arthur Ward 5

Nancy Hart Ward 6

Steve Adams Ward 7

City Manager:

Bradley J. Hudson

POSTAL CUSTOMER

826-5311

One Call Does It All!

RIVERSIDE 4TH OF JULY CELEBRATION!

Mt. Rubidoux Aerial Fireworks Show

4706 Mt. Rubidoux Street. Fireworks begin at 9 p.m. - **FREE**

Fireworks show in sync with KOLA FM 99.9 radio broadcast.

(Public access will not be permitted on Mt. Rubidoux; to view fireworks utilize surrounding streets.)

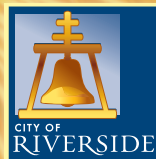
La Sierra Park Aerial Fireworks Show

5215 La Sierra Avenue. Fireworks begin at 9 p.m. - **FREE**

(Public access will not be permitted in La Sierra Park; to view fireworks utilize surrounding streets.)

Parks, Recreation and Community Services Department

www.riversideca.gov/park_rec
or call 951-826-2000



**Parks
Make
Life
Better!**

FOR MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT **www.riversideca.gov**



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